HINA MARYAM
51/C RAFAH-E-AAM SOCITY,
MALIR HALT, KARACHI– Pakistan
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CAREER OBJECTIVE:

A confident & versatile communication specialist having extensive experience in internal and external communications, digital media management, event management, media management and customer services across non-profit, telecommunication, healthcare & logistic Industries, I aspire to further my career in the field communications.

EDUCATION:

Masters, **(Mass Communication) Gold Medalist**	**2010-12**
Masters **(Marketing)**	**2009-10**
Bachelors **(Public Administration)**	**2006-09**

EXPERIENCE:

Assistant Manager Communications, **March 18- Present**
ChildLife Foundation

Develop and implement a communication strategy that includes media outreach and social media content creation
Developing strategies and creating campaigns for print and digital to ensure that message about free-of-cost children emergency care services are properly projected
Research and write press releases, and content for the company website, infographics and newsletters.
Content creation for annual report & supervised creative agency for layout designing
Acquire and maintain a detailed knowledge of the company's policies, principles and strategies, and to keep up to date with relevant developments
PR agency management and event planning
Content development for ChildLife America website and supervised outsourced team for layout designing
Adhere to the company's style guide, ensuring that we produce high-quality and error-free copy
Work with key internal role-players to brainstorm content ideas, in line with the company's strategy and in support of various brand initiatives.
Support and evaluate results of communication campaigns with the team

Build and maintain relationships with journalists and key external role-players.
Design and develop content for quarterly newsletter
Vendor management for printing of all marketing collateral
Facilitate outsourced teams for photoshoot & videography.

Assistant to President, **March 17 – _Dec 17**

College of Physicians &Surgeons of Pakistan

Completes a broad variety of administrative tasks for the President
Managing an extremely active calendar of appointments; detailed travel plans, Itineraries and agendas; and compiling documents for travel-related meetings
Communicates directly, and on behalf of the President
Provides a bridge for smooth communication between the President's office and internal departments; demonstrating leadership to maintain credibility, trust and support with senior management staff
Works closely and effectively with the President to keep him well informed of upcoming commitments and responsibilities

Manager Marketing, **Oct 2015- Nov 2016**

Nationwide Transportation & Logistics Pvt Ltd

Marketing Strategy & Planning
Brand Development & Management
Launched NTL website & digital media content management
Developed and executed promotional initiatives within budgeted parameters
Identified and developed business building ideas
Monitored market trends, research consumer markets and competitors' activities
Oversee marketing and advertising activities to ensure consistency with product line
Retail Audit
CSR & Marketing Event Management
Administrative Retail Supervision

Senior Officer Marketing & PR, **2012 – April 2015**

Tabba Heart Institute

Coordinate with Ad agency for supervising the execution of ATL & BTL campaigns
Content Creation and maintaining Facebook Page of Tabba Heart Institute
Organize events like Cardiac Health Awareness Sessions & First Aid Training

Programs, Free Screening camps (CSR activities) at several public platforms
Design flyers for digital in-house branding of THI
Account management for pre-employment screening of several corporate clients
Coordinate and streamlining Continuous Medical Education Process.
Coordinate with vendors, suppliers for printing of POS material
Write and proof-read articles for Newsletter (Heartbeat)
Supervise in-house team of Newsletter (Heartbeat) for photo sessions
Content development for POS material (Flyers, Brochures, and Leaflets & Booklets)
Arrange Sales Review and Editorial Board Meetings
Compile monthly sales & marketing reports & marketing plan
Supervise Marketing Team for all in- house events organize by THI

Customer Service Representative, UfoneJan2007-Sep2010

COMPETENCIES & INTEREST:

Fluent in Speaking, Reading and Writing English
My areas of interest are reading & writing articles

SKILLS:

Proficient in MS Office& adobe photoshop

CERTFICATE IN PHOTOGRAPHY:

Photography, from **Indus Valley School of Arts & Architecture,** Karachi

DIPLOMA IN VISUAL MEDIA:

Visual Media, from **Indus Valley School of Arts & Architecture**, Karachi

CERTIFICATE IN BUSINESS COMMUNICATION:

Business Communication course**, from IBA,** Karachi

DIPLOMA IN ENGLISH LANGUAGE PROFICIENCY:

Diploma, English Language from **Pakistan American Cultural Centre** (PACC)

CERTIFICATE IN ENGLISH LANGUAGE PROFICIENCY:

Advance Certificate course in English Language proficiency from **Karachi University under Students' Guidance, Counseling & Placement Bureau Programme**

EVENT MANAGEMENT:

Organized **7 Years Celebrations – Children Emergency** at **Civil Hospital**
Organized **6 Years Celebrations – Children Emergency** at **National Institute of Child Health**
Organized **Children's Day Celebration** at **Lyari General Hospital**

Organized **Children's Emergency** inauguration ceremony at **Abbasi Shaheed Hospital**
Organized **Children's Emergency** inauguration ceremony at **Lyari General Hospital**
Organized **teamwork, award ceremony** at ChildLife's ER, **Sindh Government Hospital, Korangi – 5**
Organized **teamwork, award ceremony** at ChildLife's ER, **Civil Hospital**
Organized **teamwork, award ceremony** at ChildLife's ER, **Abbasi Shaheed Hospital**
Organized **teamwork, award ceremony** at ChildLife's ER, **Mother and Child Health Care Centre, Nawabshah**
Organized **35 Years of Excellence Awards** at NTL
Organized "**World Heart Day 2014**" weeklong activities
Organized "**International Nurses Day, Campaign**, 2014"
Organized "**World Hypertension Day 2014**" weeklong activities
Organized "**World Heart Day 2013**" campaign at Tabba Heart Institute

PUBLICATIONS:

Article published on "**World Hypertension Day 2014**" in "Social Diary" magazine of Pakistan Observer.
Article published on "**World Heart Day 2013**" in "Social Diary" magazine of Pakistan Observer.
News Story published on "**Future of Mass Communication bright in Pakistan**" in "The Nation" newspaper.
News Story published on "**Malaria cases rising in Sindh**" in "The NATION"
News Story published on "**PMDC starts drive against quacks**" in "Express Tribune"

PERSONAL INFORMATION:

Father's Name	: Liaquat Ali Khan
CNIC No	: 42201-6769451-4
Marital Status	: Single
Nationality	: Pakistani
D.o.B	30.12.1984